



DeKalb Workforce Development
Where Workforce Comes Together

DeKalb Workforce Investment Board **May 20, 2015**

Members Present

Diane Allen, *Georgia Department of Labor*
Marcia Blanding, *Georgia Vocational Rehabilitation Agency*
Sadie Dennard, *Georgia Power*
Roshonda Coleman, *Gas South*
Cynthia Edwards, *Georgia Piedmont Technical College*
Lisa Kozicki, *Emory University*
Jerome Jackson, *IBEW Local 613*
Natalie Jones, *DeKalb Medical*
Kimberley Kyle, *Partnership for Community Action*
Stan Moore, *Proxy for Njeri Bell, Job Corps/CHP*

Members Absent

Katherine Hilliard, *Macy's*
Tommy Swearingen, *Hormel Foods Corporation*
Beth Herman, *Adecco*
Cheryl Cornett, *Goodwill of N. Georgia*
John Funny, *Grice Consulting Group LLC*
Kim Childs, *Chamber of Commerce*
Rhonda Briggins-Ridley, *MARTA*
Njeri Bell, *Job Corps*
Jacqueline Williams, *DeKalb DFCS*
Tony Westly, *Operative Plasterers/Cement Mason*
Mary Ellen McClanahan, *Metro GA Department of Economic Development*
Yotin Srivanjarean, *Center for Pan Asian Community*
Corey Bivens, *Decatur Housing Authority*
Sheila Garland, *Georgia Perimeter College*
Claudette Grant, *Centers for Disease Control*

Guest

Cathy Hardin, *DeKalbMedical*
Cornelia Hicks, *Mattermax Media*
Leland Hicks, *Mattermax Media*
Christopher Virgil, *Job Corps/CHP*

Staff

Sheryl B.C. Stone
Tuqwan Jordan
India Johnson
Sandeep Gill
Di Ana McCarter
Kala Waran

**A proxy representative may be designated by the board member to participate in discussion, but does not exercise proxy authority (no voting).*

DeKalb Workforce Investment Board
Posted May 22, 2015
Approved July 15, 2015



DeKalb Workforce Development
Where Workforce Comes Together

Welcome/Greetings - Call to Order

Chairperson Sadie Dennard called the meeting to order.

Establishment of Quorum

Ms. Dennard declared the members present constituted a quorum.

Approval of Minutes (March 25, 2015)

A motion was made by Cynthia Edwards and seconded by Jerome Jackson to approve the March 25, 2015 meeting minutes as presented. The Board approved unanimously.

Committee Reports

All prior committee meeting minutes were e-mailed to the Board for review.

DWD Re-Branding Presentation

Mr. Leland Hicks and Mrs. Cornelia Hicks of MatterMax Media are the new marketing consultants for DeKalb Workforce Developments rebranding. MatterMax Media's principals have more than thirty years of combined experience supporting a diverse range of clients, industries and sectors, in the United States and abroad. Since opening its doors in 2005, MatterMax Media has grown to become a trusted and recognized name that government agencies and commercial organizations trust to deliver cost effective marketing solutions.

The presentation explained how DeKalb Workforce is trying to reposition its image and services as the new law – Workforce Innovation Opportunity Act (WIOA) comes into play. According to the new law more emphasis is placed on economic development, employer engagement and private sector partnerships. We want to be ready to cater to that new market/new audience. The presentation was developed and presented by Mr. & Mrs. Hicks.

Action Items

Youth Summer Work Hours

DeKalb Workforce Development has budgeted for 250 youth to participate in the 2015 Summer Youth Employment Program. In previous years, the youth have worked up to twenty-five (25) hours per week, for up to an eight (8) week period. Both the Finance Committee and Youth Council have approved and forwarded to the Board for approval to increase the work hours from 25 to 32 hours per week, no change in the hourly pay.

DeKalb Workforce Investment Board
Posted May 22, 2015
Approved July 15, 2015



DeKalb Workforce Development
Where Workforce Comes Together

Performance Renegotiation

Workforce Areas are able to renegotiate agreed upon performance rates after the second quarter. DeKalb Workforce would like to renegotiate the Dislocated Worker average earnings from \$22,000/6 months to \$21,000/6 months.

Incumbent Worker Training (IWT) Budget (\$300,000)

In an effort to improve their economic competitiveness, employers must find ways to consistently upgrade the skills of their workforce through educational and training opportunities. The DeKalb Workforce Incumbent Workforce Training can provide needed training dollars to DeKalb's incumbent workforce. The ultimate goal of this program is twofold: allow employers to retain and grow their existing workforce and create a statewide workforce that can meet the present and future demands in an ever changing economy. The \$300,000 listed on the 2015 budget as "special projects" will be utilized for Incumbent Worker Training. The IWT Training will be open and competitive to any employer and covered up to \$30,000 per employer.

After a brief summary of all Action Items, A motion was made by Cynthia Edwards and seconded by Marcia Blanding to approve Youth Summer Work Hours, Performance Renegotiation and Incumbent Worker Training Budget as presented. The Board approved unanimously.

Program Updates

Local Area Designation

The Workforce Innovation and Opportunity Act (WIOA) requires the Governor to designate local workforce development areas (LWDA) within the state. These designations are to take place prior to WIOA's effective date of July 1, 2015. Additionally, the Governor is required to certify a local workforce development board (LWDB) for each designated LWDA. The initial certification period for each LWDB shall be one program year (July 1, 2015-June 30, 2016) and current local workforce investment board's Workforce Investment Act compliant composition shall be sufficient for the initial certification.

WIOA Transition Consultant

In January the Board approved a budget to cover a WIOA consultant; we have obtained Mr. John Chamberlin. Mr. John Chamberlin is a workforce development veteran with 30 years of experience in advising more than 200 workforce boards, states and local government workforce agencies. DeKalb Workforce Development will transition from WIA to WIOA effective July 1, 2015, the WIOA Consultant will assure a smooth transition.

DeKalb Workforce Investment Board
Posted May 22, 2015
Approved July 15, 2015



DeKalb Workforce Development
Where Workforce Comes Together

USDOL Program Review

The board was informed that the United States Department of Labor will conduct a Program Review the week of June 1st. All information from the review will be shared with the board as fyi.

Incentive Grant

DeKalb Workforce has received an incentive grant for exceeding performance measures for the previous program year. The grant has been divided amongst other metro areas that exceeded as well. The amount that DeKalb Workforce will receive for this grant is \$62,000.00.

SNAP Grant

The SNAP Grant is a collaborative effort amongst the Department of Georgia Division of Family and Children Services (DFCS), Georgia Department of Labor (GDOL) and local Workforce Investment Areas in the amount of \$600,000.00. DeKalb Workforce Development will partner with the local DFCS in providing education and training for SNAP participants, which includes, but is not limited to, skills assessment, career counseling and support services.

Hank Stewart Job Fair

DeKalb Workforce Development and Commissioner Stan Watson partnered with The Hank Stewart Foundation for the 8th Annual Career Day/Job Fair. The event was be hosted at Towers High School on Thursday, April 16th from 10:30 a.m. to 3:30 p.m. The high school seniors also received soft skill and financial literacy training, prior to attending the event. There were 230 vacant jobs at the event.

Regional Workforce Summit

DeKalb Workforce Development hosted a Regional Workforce Summit on April 23rd. The theme of the Summit was "Gauging the Pulse of the Health Care Industry...Helping Others through Human Transformation and Economic Development". The event was designed to inform and educate a targeted audience of healthcare training providers, businesses and job seekers on labor market data and demand occupations in the healthcare industry; a target industry in DeKalb's Comprehensive Economic Development Strategic Plan. The founding Dean and first President of Morehouse School of Medicine, Dr. Louis W. Sullivan, M.D., was the featured guest at the event.

Public Comments

N/A

Adjournment

There being no further business, the meeting was adjourned.

Next Scheduled Meeting: July 8, 2015

DeKalb Workforce Investment Board
Posted May 22, 2015
Approved July 15, 2015